ER 60-252-a



31 MAR 1960

Mr. Leo Cherne, Executive Director The Research Institute of America, Inc. 589 Fifth Avenue New York 17, N. Y.

Dear Mr. Cherne:

I am sorry for the delay in replying to your letter of January 12 but I have been attempting to arrange my schedule so that I might take advantage of your kind invitation to attend the dinner and presentation of the "Living History of the Critical Years: 1935-1960."

As I mentioned to you in my letter of December 19, I had a previous commitment out of the country the latter part of April. Unfortunately, I am unable to rearrange matters so that I can join you at the Waldorf on April 27th much as I would like to do so. While I regret that I will be unable to be present, I certainly want to take this opportunity to wish you every success in your program.

With best wishes.

Bincerely,

## SIGNED

Allen W. Duiles
Director

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### Stan:

The Director wonders if you know of any others who are attending this dinner besides those named in Mr. Cherne's latest letter.

Also, the DCI has still not quite decided whether or not he should accept an invitation to what appears to be a function designed to enhance the public relations and business of the hosts. What do you think?

FOLD HERE TO RETURN TO SENDER DATE DDRESS AND PHONE NO. 3/15/60 Asst to the DCI

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21 March 1960 STAT MEMORANDUM FOR: The following have declined invitations to attend Mr. Cherne's affair: The President of the U.S. The Secretary of State Walter Lippman Jack McCloy Governor Nelson Rockefeller No replies have yet been received from the following: Benjamin Fairless General Alfred Gruenther William Faulkner Thomas E. Dewey Representative Joseph Martin Henry Morgenthau, Jr. Speaker Sam Rayburn Dr. Edward Teller (and a number of others) Acceptances have been received from an impressive list which includes the following: Mr. and Mrs. Henry Luce Arthur Hays Sulzburger Lowell Thomas Senator Stuart Symington Dr. Wernher Von Braun Charles E. Wilson (both of them) Paul G. Hoffman Averell Harriman General Mark W. Clark General Lucius Clay Bernard M. Baruch Francis Biddle Sherman Adams (et al) -- List is attached. Chet Huntley will be the narrator with interspersed comments by Allan Nevins, with a dramatic introduction of each of the distinguished guests. STAT Recommend: That the DCI attend. Stanley J. Grogen (Attach) Assistant to the Director

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"THE LIVING HISTORY OF THE CRITICAL YEARS: 1935-1960" ACCEPTANCES - RESEARCH INSTITUTE TWENTY-FIFTH ANNIVERSARY DINNER - APRIL 27

> The Honorable Sherman Adams The Honorable Thurman Arnold The Honorable Bernard M. Baruch The Honorable Francis Biddle The Honorable Charles F. Brannan The Honorable Ralph J. Bunche Admiral Arleigh A. Burke The Honorable Harry F. Byrd General Mark W. Clark General Lucius Clay The Honorable James B. Conant Mr. Harlow H. Curtice General James H. Doolittle General William H. Draper, Jr. The Honorable James A. Farley Mr. Robert Frost Mr. G. Keith Funston The Honorable W. Averell Harriman The Honorable Leon Henderson General Lewis B. Hershey The Honorable Oveta Culp Hobby The Honorable Paul G. Hoffman Mr. H. V. Kaltenborn The Honorable Estes Kefauver The Honorable William F. Knowland The Honorable David E. Lilienthal The Honorable Henry Cabot Lodge The Honorable Clare Boothe Luce Mr. Henry R. Luce The Honorable Thurgood Marshall General Anthony C. McAuliffe Mr. David J. McDonald Mr. George Meany The Honorable Raymond Moley Admiral Chester W. Nimitz The Honorable Frank Pace. Jr. The Honorable William S. Paley The Honorable Frances Perkins Admiral Arthur W. Radford Mr. Walter P. Reuther Mrs. Franklin D. Roosevelt The Honorable Samuel I. Rosenman Mr. Beardsley Ruml General David Sarnoff Mr. Alfred P. Sloan, Jr. General Carl Spaatz The Honorable Harold E. Stassen The Honorable Lewis L. Strauss Mr. Arthur Hays Sulzberger The Honorable Stuart Symington Mr. Lowell Thomas Mr. Norman Thomas The Honorable Rexford Guy Tugwell

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The Honorable Charles E. Wilson

General James A. Van Fleet Dr. Wernher Von Braun

"Living History of the Critical Years: 1935 - 1960"

The Honorable Dean G. Acheson The Honorable Sherman Adams The Honorable Bernard M. Baruch The Honorable Eugene R. Black General Omar N. Bradley The Honorable Ralph J. Bunche The Honorable Harry F. Byrd General Lucius Clay The Honorable James B. Conant Mr. Harlow H. Curtice The Honorable Thomas E. Dewey General James H. Doolittle General William H. Draper, Jr. The Honorable Allen W. Dulles President Dwight D. Eisenhower The Honorable James A. Farley Mr. William Faulkner Mr. Henry Ford, II Justice Felix Frankfurter Mr. Robert Frost The Honorable J. W. Fulbright Mr. G. Keith Funston Dr. George H. Gallup General Alfred M. Gruenther The Honorable W. Averell Harriman Mr. Ernest Hemingway The Honorable Leon Henderson General Lewis B. Hershey The Honorable Christian A. Herter The Honorable Paul G. Hoffman The Honorable J. Edgar Hoover President Herbert Hoover The Honorable George M. Humphrey Mr. H. V. Kaltenborn The Honorable Estes Kefauver The Honorable John F. Kennedy The Honorable William F. Knowland The Honorable Alfred M. Landon General Curtis E. LeMay Mr. John L. Lewis The Honorable David Lilienthal Colonel Charles A. Lindbergh Mr. Walter Lippmann The Honorable Henry Cabot Lodge The Honorable Clare Boothe Luce General Douglas MacArthur

The Honorable John J. McCloy The Honorable Neil H. McElroy The Honorable James P. Mitchell The Honorable Henry Morgenthau, Jr. Mr. Edward R. Murrow Admiral Chester W. Nimitz The Honorable Richard M. Nixon Professor J. Robert Oppenheimer ☐ The Honorable Frank Pace, Jr. The Honorable William S. Paley The Honorable Clarence B. Randall Mr. Walter P. Reuther Mr. Edward V. Rickenbacker Admiral Hyman G. Rickover General Matthew B. Ridgway The Honorable Nelson A. Rockefeller Mrs. Franklin D. Roosevelt Mr. Beardsley Ruml Dr. Jonas E. Salk Mr. Carl Sandburg General David Sarnoff Mr. Alfred P. Sloan, Jr. General Walter Bedell Smith General Carl Spaatz The Honorable Harold Stassen The Honorable Adlai E. Stevenson The Honorable Lewis L. Strauss The Honorable Stuart Symington Dr. Edward Teller Mr. Norman Thomas Mr. Juan T. Trippe President Harry Truman General Nathan F. Twining General James A. Van Fleet Dr. Wernher Von Braun The Honorable Henry A. Wallace The Honorable Earl Warren Mr. Thomas J. Watson, Jr. Mr. Joseph N. Welch The Honorable Charles E. Wilson The Honorable Charles E. Wilson General Robert E. Wood

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21 January 1960

#### MEMORANDUM FOR THE DIRECTOR:

- 1. This memorandum recommends action in paragraph 8.
- 2. The Research Institute of America, is a private, commercial organization established to serve business for a fee. It furnishes advice on economics, legislation, management, taxation, and industrial and human relations. It tries to help business firms increase sales, cut costs, reduce taxes, and increase profits. It prepares periodic and special reports aimed to serve business executives, salesmen, and tax specialists. It has been in operation at least since 1935. It sells its services.
- 3. Mr. Leo Cherne, Executive Director, is a lawyer who was formerly with Tax Research Institute of America. Before World War II, he did some lecturing at Army War College and U. S. Military Academy. He was adviser on taxation to General MacArthur in 1946. He is a director of Freedom House.
- l. Mr. Carl Hovgard, President of the Research Institute since 1935, is also engaged in oil exploration and production, headquarters, Abilene, Texas, and tungsten mining in Arizona. He is prominent in yacht clubs.
  - 5. The Research Institute of America has four classes of membership:
    - a. Executive membership for which it charged \$180. a year, included weekly mailings of staff studies and regular reports on economic trends.
    - b. Sales membership for which it charged a company \$15. a month, plus \$9. per month per person supervising salesmen, plus \$2.50 per month per salesman, included materials designed to help build sales volume.
    - c. Associate membership for plant executives from foreman to company president, for which it charged a company \$432. for two years, plus \$216. for key executives for two years, included bi-weekly mailings on management problems plus reports as prepared.

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collections.

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- d. Tax service membership, for which it charged \$231. for the Tax Control Coordinator, and lesser amounts for lesser services, included materials on preventive tax planning.
- 6. Publications by the Institute include such topics as Making the Most of Contracts, Report to Management, Communist New Economic Challenge, and Ousting Communist Unions.
- 7. The idea of listing 100 Americans of differing backgrounds—politically, socially, culturally, financially—in a ballroom attended by 3,000 leading businessmen, educators, etc. with TV and Radio and other Press coverage is a magnificent public relations achievement. It gives the customers who will be at the banquet a spectacle worthy of their patronage and it honors such diverse personalities as Sherman Adams and Senator Kennedy, teneral MacArthur and former President Truman, Lewis L. Strauss and J. Robert Oppenheimer, General Robert E. Wood and Paul G. Hoffman, Richard M. Nixon and James A. Farley, etc. etc.
- 8. There is no good reason why the Director should not attend with these other honorable people such as Alfred F. Landon and Morman Thomas. His presence and theirs will add to the prestige of this valuable and honorable Research Institute and at the same time will give some public recognition to the honored guests. It is a function, however, that the Director should not attend if he has something more important to do that night.

STANLEY J. GROGAN
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Assistant to the Director

cc: DDCI

Executive Registry

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The Research Institute of America, Inc. Carl Hovgard, Pres. Leo Cherne, Exec Dir Joseph D. Ardleigh, Exec. Vice Pres. 589 Fifth Avenue, New York: 14, N.Y.

January 12, 1960

The Honorable Allen W. Dulles Director, Central Intelligence Agency Washington, D.C.

Dear Mr. Dulles:

Many thanks for your kind answer to my letter of December 14, regarding the presentation of the "Living History of the Critical Years: 1935-1960" and the Research Institute Anniversary Dinner on April 27 at the Waldorf. I realize the difficulties which your schedule presents in connection with your attendance at this occasion. However, in any case, I wanted to let you know that the results of our invitation have been quite gratifying. A great number of those who have been invited intend to be with us. A few of them are Ralph Bunche, Robert Frost, General Lucius Clay, Alfred Sloan, Jr., Mrs. Franklin D. Roosevelt, Henry Cabot Lodge, Bernard Baruch, James A. Farley, Henry Wallace, Charles E. Wilson. I sincerely hope that it will be possible also for you to attend; we shall proceed to prepare the material referring to your significant contribution to the growth of our country, since Professor Nevins will want to make the reference, even if circumstances do not permit your actual presence at the occasion.

Kindest personal regards and best wishes for the New Year.

Sincerely yours,

Leo Cherne

Executive Director

LC:meb

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Before dispatching the attached letter to Leo Cherne, the Director has asked that you find out a little bit about the Research Institute of America, Inc., and whether it is a good idea that he attend the presentation on the 27th of April.

**JSE** 

STAT

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FROM: NAME ADDRESS AND PHONE NO. DATE

20 Jan 60

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FORM NO. 237

Replaces Form 30-4 which may be used.

### MEMORANDUM FOR: Mr. Dulles

This is to remind that you wish to call several of your friends who have been invited to participate and determine whether they plan to accept. The complete list appears at Tab A. I have checked several whom you may wish to call.

JSE 25 January 60 (DATE)

(47)

FORM NO. 101 REPLACES FORM 10-101 WHICH MAY BE USED.

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